



## WIC PROGRAM

*Building a Healthy Montana  
Promoting & Supporting  
Breastfeeding*

Cogswell Building 1400 Broadway Helena MT 59620

### MEMORANDUM

TO: WIC State Staff, Regional WIC Directors

FROM: Joan Bowsher

DATE: November 10, 2009

SUBJECT: Monthly Conference Call

#### ATTENDEES:

Broadwater: Dianna Hall, Ashlyn Jones; Cascade: Carol Keaster, Lynn Bedosky; Custer: Vicky Tusler, Karen Nissley; Dawson: Connie Udem, Brenda Mischel; Deer Lodge: Linda Best, Joann Proxell, Kendall Larson, Erin Dobrinen; Fergus: Jane Timpano, Shirley Ernst; Flathead: Jeannine Lund; Gallatin: Darcy Hunter; Hill: Tessa Bailey, Trinity Raymond; Lake: Patte Doran, Emily Colomeda; Lewis and Clark: Maggie Peteja; Lincoln: Linda Wagner; Missoula: Arwyn WeLander, Michelle Baker; Ravalli: Jackie Cenis, Margaret Reardon; RiverStone: Gayle Espeseth, Jule Bruursema; Sanders: Karen Dwyer; Sheridan: Vicky Ruby; Silver Bow: Julia Coyne, Lori Stenson, Nancy Nelson, Danielle Stevenson; Teton: Sue Schilling, Rona Matheson, Diane Kalanick, Angel Johnson; Valley: Julie Lawson, Yvette Phillips; Ft. Peck: Irene Evanson; No. Cheyenne: Deb Fix, Lisa Pretty On Top; Blackfeet: Kim Schildt, JoAnn Running Crane, Fran; Salish & Kootenai: Danielle Lefthand; Ft. Belknap: Barb Skoyen; State Office: Joan Bowsher, Carrie Reynolds, Chris Fogelman, Kim Mondy, Michelle Sanchez, Ashley Steinle

Absent: Crow, Rocky Boy

#### **1. Scheduling- Joan**

Pilot Training will begin next week. Please make all reservations and travel plans. Pilot sites should work offline November 16-27<sup>th</sup>. Pilot clinics can work until noon on November 16<sup>th</sup>, and they must run an end of day. Please call the help desk on November 16<sup>th</sup> to ensure the end of day was successful. Pilot roll-out and new food

packages begin 11/30/2009.

- The address for pilot training in Helena: Department of Highway Building, 2701 Prospect Ave. The building is by Wal-Mart, between Helena and East Helena. Park in front of the building.
- For pilot training in Missoula: Meet in the lobby of the hotel at 12:30 and Chris and Linda will ensure that everyone gets to the University. Leah also sent parking passes to park at the University, but remember parking there is limited.
- Pilot sites include: Broadwater, Cascade, Deer Lodge, Ft. Belknap, Hill, Lewis and Clark, Missoula, Ravalli, Silver Bow, Rocky Boy

**All clinics: DO NOT use computers for WIC on 11/17/09.**

Non-pilot training is January 4<sup>th</sup>-15<sup>th</sup>. Clinics will need to be closed January 4-15<sup>th</sup>. The system goes live Tuesday, January 19<sup>th</sup>.

- Kim Schildt (Browning) requested that Leah call her to confirm training dates.

**2. Retailer Training- Carrie**

All but 34 retailers attended the scheduled conference calls. All retailers that missed the scheduled conference calls were present for a make-up call, so all current retailers have completed the required training. LARCs need to check with retailers to see when they will be training staff and record dates on their LARC assurance plan. They then need to call to ensure that the training happened. Once everything is complete, send to state office.

Other Information:

- Retailers are allowed to accept more than one fruit and vegetable benefit per transaction. Some stores may not be able to accommodate this, so please work with stores as necessary to help them understand and implement this policy.
- Shelf tags were sent out last week. If stores have made their own shelf tags for WIC items, they need to be sent to the state WIC office for approval. Please check for appropriate use of shelf tags during monitoring.
- Non-pilot clinics: Yellow checks will begin on November 30<sup>th</sup>. Please contact Trish with check stock questions. Make sure she knows how much you need.

**3. OA Requests- Joan**

There was a conference call on 11/09/09 for the WIC Futures Study Group. They discussed and prioritized the following requests (listed in order of priority):

- A) Caseload Maintenance- \$810,000
  - \$437,000 is for local agency contracts. The rest is for state office support.
- B) M-SPIRIT Project- \$302,611
- C) Training and Travel Funding- \$60,000
- D) Scholarship- \$15,000

- If funding is given, it will be announced in the Newsletter, and anyone needing funding for class credits will need to fill out a short application form.
- E) Temporary Position - \$20,000
  - This is to maintain Leah's position for another 6 months to assist with help desk calls, management evaluation documents, and state plan changes.
- F) Training Package For Local Agencies - \$20,000
  - Training system for M-SPIRIT
- G) WIC Futures Studies Group - \$10,000
- H) Healthier Eating & Lifestyles through Emotion-based Messaging- \$15,000
- I) Increased support to breastfeeding mothers and infants - Gallatin County WIC - \$10,000
- J) Increase breastfeeding promotion and maternal nutrition for Silver Bow WIC - \$2,800

#### **4. Breast Feeding Peer Counseling Money- Chris**

This money is to be used through the 2011 fiscal year. Five letters of interest were received (RiverStone, Gallatin, Silver Bow, Lewis and Clark, Flathead). They will submit a plan and budget by this week to be reviewed by Joan and Chris. Programs will likely start around January 1, 2010 (after contracts are completed and signed) and will go through September 30, 2010. At that time, we will check if you are still interested in continuing for another year.

Training for peer counselors and breastfeeding coordinators is to be set up by each individual clinic. Possible trainers are Theresa Messerman and Jackie Cenis. It is possible to set up training in a group setting if this can be arranged with the trainers.

#### **5. Farmer's Market- Chris**

A committee is being formed to develop rules and regulations for the use of the fruit and vegetable benefit in the Farmer's Market venues. A request for volunteers was sent out in the Newsletter and Julia Coyne (Butte) and Mary Pittaway (Missoula) responded. The following people volunteered during the conference call: Connie Undem and Brenda Mischel (Glendive), Gayle Espeseth (Billings), Darcy Hunter (Bozeman), and Barb Skoyen (Ft. Belknap). There will be further discussion of this in a couple of weeks.

#### **6. New Food Package in Old System- Kim**

Be sure not to issue the new food packages too early. New food packages cannot have a start date before November 30<sup>th</sup>. If a mistake is made, you will be responsible for contacting the participant and trying to get the checks back or contacting any stores where the checks may have been used to try and resolve any problems.

The following are answers from questions raised about the new food package during the call:

- State brand is a store brand of cheese for some small stores, mostly in eastern Montana
- Cage-free and free range eggs are a type of specialty egg. This is clearly labeled on the egg carton. These are not approved.
- Adults do not need a prescription for soy beverage or goat milk.
- There is no frozen juice in the transitional food package. With the new food packages, participants will have a choice between 2- 64oz bottled juice or 2 - 11.5-12oz cans of frozen juice.
- String cheese is not a required stock item for retailers. WIC participants may only buy 16 oz packages of WIC approved brands. They cannot use individual sticks to create a 16 oz purchase. If a store does not have an approved brand of 16 oz string cheese, block cheese must be purchased instead.
- There is currently no code for powdered milk. If possible, please have participants buy liquid milk for the next week. If there is a participant that requires powdered milk, please contact Kim.

Sue Schilling (Teton) mentioned that her clinic bought some of the approved WIC foods and displayed them for the participants. She said this has helped a lot.

#### **7. Increased Fruit and Vegetable Benefit for Women- Joan**

The president just signed legislation that will increase the fruit and vegetable benefit for women from \$8.00 to \$10.00. This will start next week. Retailers are already set up to handle a fruit and vegetable benefit for this amount, so it should not cause any problems.

#### **8. Other**

State staff will be available for local agencies via phone conference for questions that may arise during roll-out. Some CSC staff will also be available for support.

Several state staff will be at UAT this week, but please call the office if you have any questions or need clarification, and we will ensure someone contacts you for assistance.

The next conference call is December 10, 2009 from 9:00am – 11:00am.

#### **Call-In Information:**

US Toll-Free	1-866-910-4857
US Toll	1-719-387-5500
Participant Passcode	768324

